

## Lamppost Banners

### Design & Communication Tips

Regularly displaying new banners with fresh messages can generate “buzz,” ticket sales, and media interest. To make the most of your investment, engage a graphic design firm or professional experienced in banner design.

- Keep it simple! Use as few words as possible.
- Feature a single, colorful image. Consider incorporating eye-catching art and/or photography.
- Most banners are viewed against a backdrop of street trees and/or sky; use background colors other than blue and green for best visibility.
- Include a “drive to web” URL, and place all or most detailed information online.
- Design the banner to be consistent with a larger graphic identity and/or campaign.
- Consider a set of banners that each have different but related messages.
- Sponsor logos can vary by banner; this allows you to engage multiple sponsors to underwrite banners
- If event will reoccur, consider producing banners that can be reused (e.g. omit dates on some or all banners).

